

## 2006 WORKSHOP CALENDAR

OBJECTIVE: To assist entrepreneurs in the essentials of small business ownership

## **LOCATION FOR ALL WORKSHOPS:**

SCORE Austin 3809 South Second Street, Bldg C, Ste 300, Austin, TX 78704 (512) 928-2425

www.scoreaustin.org

No pre-registration required.

## **Essentials for Starting a Small Business**

**Purpose:** To help early stage entrepreneurs evaluate the

pros and cons of starting a small business and to assist with the creation of a "road map" to

small business success.

Agenda: Financial considerations, planning, forms of

business structures, financing alternatives, marketing,

and insurance and tax essentials.

**When:** 3<sup>rd</sup> Wednesday of every month, except December.

Saturdays: February 11th and May 13th

8:50 a.m. to 4:00 p.m.

Cost: \$45.00 Cash or Check payable at the door. \$20.00 for

each additional person from the same business.

## Marketing Strategies to Jump Start Your Business

**Purpose:** To develop a practical & effective marketing plan. **Agenda:** To define your target market and position, and price,

deliver and promote your product or service.

When: January 14th, March 18th, April 22nd, and June 17th

9:00 a.m. to 1:00 p.m.

Cost; \$30.00 Cash or Check payable at the door. \$15.00

for each additional person from the same

business.

All of SBA's programs and services are extended to the public on a non-discriminatory basis.

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